

A smiling woman with short dark hair, wearing a blue V-neck shirt and a gold beaded necklace, stands outdoors. The image is overlaid with a teal gradient. The text 'ANNUAL REPORT 2018' is in white on the left, and 'RICHMOND CITY HEALTH DISTRICT' is in white on a teal bar below it.

ANNUAL REPORT 2018

RICHMOND CITY
HEALTH DISTRICT





Letter from the Executive Director

I had a bit of trouble starting my introduction to this year's annual report: this past year was Richmond City Health District's most innovative and collaborative year yet, and I'm so proud of our work that it is difficult to capture it all in a one-page letter.

RGHD's staff continues to break the mold of a local health department by pursuing bold policy change, innovative partnerships, and

people-centered programs that move our city closer to real health equity. In 2018, we worked with Richmond Public Schools in their transition to healthier food options because every student deserves nutritious meals that are low in sugar and promote a focused, successful school day. We are continuing to partner with residents of Creighton Court to help them build toward safe, sustainable futures outside of public housing. We are engaged in powerful collective impact groups such as Northside, Strong, which worked with residents to conduct an in-depth walkability study of Richmond's Northside, and DoingItRVA, which is destigmatizing HIV/STI testing with original marketing that is at once evidence-based, edgy, and hilarious. As an agency, we've committed to stepping outside our comfort zones and partner more deeply with communities because that's the only way to address the systems and structures that drive health inequities. Our communities deserve better than business as usual: they deserve the most innovative, inclusive, progressive public health programs and policies we can offer, and we're working hard to live into this goal.

At the same time, RGHD continues to offer traditional public health services with a high level of expertise and care. We conducted nearly 3,000 restaurant inspections this year, administered over 400 blood lead screenings to uninsured children and pregnant women, and helped nearly 800 clients at our Resource Centers find a medical home. I am humbled to be leading a staff that has so fully embraced our broader health equity mission while still maintaining high-quality core services in every department.

This work could not be done without the support of our partners. Richmond is home to a rich network of community leaders and medical and academic experts who share our commitment to building health equity. RGHD is proud to work alongside citizens and organizations who understand that health is directly linked to opportunities for safe and stable housing, economic stability, quality education, access to nutritious food, and empowerment of communities that have been oppressed and marginalized for too long.

I welcome you to explore the pages to follow to learn more about the commitment and success of our staff, partners, and volunteers.

With gratitude,

Danny TK Avula, MD, MPH
Director of Richmond and Henrico Health Districts

CLINICS

Partnership with Safety Net Providers for Better Maternal Health

RCHD transitioned its Maternal Health services towards a more holistic perspective that addresses the larger social needs of pregnant patients. Because of the robust network of hospital systems that provide clinical maternity care to Richmond residents, RCHD shifted from offering direct clinical care to supporting patients in navigating health care systems. RCHD assessed the needs of patients, developed partnerships to provide maternity care to patients, and increased capacity of the navigation team. Since the transition, RCHD has established a Navigation Line for residents to call and receive assistance accessing care, provided education on navigating healthcare systems, assisted patients in applying for Medicaid and other financial assistance options, and connected patients to community resources. Thus far 198 patients have been assisted in establishing maternity care with another provider. Because RCHD has deep connections with Latino/Latinx communities, all navigation services are culturally relevant and offered in English and Spanish.

Level Up TDap Vaccination Challenge

RCHD renewed its successful partnership with Mayor Levar Stoney and Richmond Public Schools to conduct the second year of the Mayor's Level UP! Challenge. The challenge is a novel idea to increase TDap vaccination that is required for all children entering sixth grade by motivating students and incentivizing return of signed vaccination permission slips sent home to parents. Mayor Stoney was the face of the Level UP! Challenge that took place March through May. The winning classroom with the most returned vaccination permission slips were recipients of a pizza party and was visited and congratulated by Mayor Stoney at the end of the school year.

Pilot to Reduce Unnecessary Emergency Department Visits

RCHD partnered with Anthem to launch a pilot in Fairfield Court to decrease Emergency Department visits, increase primary care visits, increase preventative health measures, and control high blood pressure in Fairfield Court. Anthem's patients were connected with a Community Health Worker, who then built a relationship with patients through conducting home visits and regularly check-ins. This pilot represents a successful partnership between a private insurance company and a public health department, including all the logistics of securely sharing patient data. RCHD presented about their CHW hypertension-reduction pilot program at the Association of State and Territorial Health Officials (ASTHO) culminating meeting on July 30-31 in Atlanta, GA.



COMMUNITIES

Local and Regional Opioid Crisis Response

Richmond City Health District and the City of Richmond Heroin Taskforce continue collaborative efforts to combat the opioid crisis within our community. City Taskforce members promoted secure medication storage and drug disposal through distribution of take-home disposal kits. The City Taskforce distributed more than 8,500 kits this year. In addition, permanent drug disposal sites are now located at Richmond Police precincts and the Richmond City Justice Center. Beyond working with city partners, RCHD is also a member of the Regional Opioid Taskforce. Through this initiative, RCHD collaborates with neighboring localities to develop and implement a coordinated strategic plan of opioid prevention and reduction strategies. The taskforce has raised awareness through developing an online resources and conducting community outreach in partnership with city council members.

RCHD has provided no-cost naloxone (opioid overdose reversal medication) into the community along with REVIVE training, which trains community members on how to use naloxone medication to rescue someone suffering an active opioid overdose. Richmond City Medical Reserve Corps dispensed 2300 doses of Narcan (a type of naloxone) at 130 REVIVE! training or dispensing events.

Family Transition Coaches Support Families Moving Out of Public Housing

Safe and affordable housing impacts our communities' health. Because of this, Richmond City Health District partners with Richmond Opportunities, Inc (ROI) and Richmond Redevelopment Housing Authority (RRHA) to manage the Family Transition Coach (FTC) program. The FTCs are social workers who provide support to families in Creighton Court as RRHA transitions the Creighton community towards the mixed income model. FTCs help families understand the process, assess their needs and strengths, and support families getting connected to needed resources. There are currently over 150 families in connected to an FTC and over 15 families have successfully transitioned out of Creighton Court.

Park(ing) Day Celebration

RCHD's Chronic Disease Prevention program partnered with Richmond government agencies, local organizations and businesses to celebrate Park(ing) Day, which created temporary pop-up parklets in two downtown parking spaces at Main and Tenth streets to shift perceptions about what public space can look like. The concept of staging fun events that replace parking spaces with miniature pop-up parks is a national and

Narcan in Action

Narcan is the life-saving medication that can reverse an opioid overdose. During a community event, RCHD staff utilized their training and jumped into action to save an unresponsive man's life. They administered Narcan and performed CPR/rescue breathing until EMS arrived. Because of the efficient care provided by the team, the man regained consciousness before EMS transported him to the hospital.

COMMUNITIES *continued...*

global trend. The idea is to spur innovative reinventions of urban space by stimulating imagination and new ways of thinking about how to transform our public spaces and provide greenspace in urban areas where people work and live. The temporary remaking of parking spaces is a creative way to unite government, businesses and residents. Our partners for the September event were: Richmond Sports Backers, the Department of Parks, Recreation & Community Facilities, the Department of Planning and Development Review, Vanasse Hangen Brustlin, Inc., RVA Rapid Transit, American Society of Landscape Architects, Lewis Ginter Botanical Garden, and Maymont Nature Center.

Culture of Health Richmond

In 2017, Richmond won the Robert Wood Johnson Foundation Culture of Health Prize in recognition of Richmond's work in building partnerships, strategies, and understanding needed to achieve health equity. Since winning the prize, Richmond City Health District has led the way to creating online and print spaces to share voices, stories, data, and opportunities for action that will further progress Richmond towards health, justice, and thriving. We have covered an array of topics including mindfulness practices in RPS schools, Creighton Court residents' journeys, urban agriculture in Richmond, and more! Follow Culture of Health Richmond website, Facebook page, or Instagram to discover more stories of how Richmond builds health in our city.

Culture of Health Richmond

Culture of Health Richmond is a citywide collaboration to share voices, stories, data, and opportunities for action that will further our progress toward health, justice, and thriving. To the right are a few examples from the campaign — images of and quotes from community members who shared about volunteering at CrossOver clinic, advocating for pedestrian and cyclist safety, and educating the community on food justice.

TO READ MORE
VISIT WWW.CULTUREOFHEALTHRICHMOND.ORG

POLICY

RPS Nutrition Changes

Healthy eating has positive short and long-term impacts on children including reducing their risk for chronic disease later in life, supporting healthy growth and development, and providing them with the energy they need to learn, play, and socialize. RCHD partnered with the American Heart Association, Fit4Kids, and other local non-profit organizations to provide recommendations to Richmond Public Schools' School Nutrition Services on menu changes to better support RPS children in defaulting to healthy lifestyle choices. Changes include more savory and fewer prepackaged sweet breakfast options, the elimination of sugary flavored milk for elementary school kids, and swapping cookies and cream ice cream with healthier a la carte options such as baked chips, whole grain crackers, and fruit snacks. By supporting RPS in changing their food policies, RCHD is creating healthier environments for Richmond's children.



Growing up, I always translated for my family members. I know where my family came from, and now I'm at such a point of privilege in my university. Some of the patients know me now and ask me how my studies are going. They tell me to keep doing what I'm doing and making my mom proud.

MIRANDA BARBOSA
RECEPTIONIST AND INTERPRETER
UNIVERSITY OF RICHMOND STUDENT



[Creating a pedestrian/cyclist friendly environment] gives everyone equal opportunity for a better quality of life without hindering them from accessing those opportunities and services that can give them the equity that they seek.

Willie Hilliard
Barber and Historic Brookland Park
Collective President



There are options to use SNAP benefits at farmers markets, and you go frequently enough and get connected with sellers and makers, there might be bartering opportunities or other deals. Go with an open mind. Go to learn. Connect with the scene and find your fit. See what finds you.

V LYNN
ALL U NEED NATURALS

PARTNERSHIP

About Collective Impact

The health of Richmond's communities are largely impacted by the social determinants of health including economic stability, neighborhood and physical environment, education, access to foods, and the larger community/social context. To best address any of these areas, thus addressing the community's health at large, RCHD works with community members, non-profits, and governmental or private sector partners. RCHD leads, facilitates, and participates in workgroups and coalitions utilizing the Collective Impact Model to advance health equity in Richmond.

Community Health Workers Association and Certification

RCHD's Community Health Worker program, which began in 2009, recruits current or former residents of public housing or low-income neighborhoods to provide outreach, education, navigation, and advocacy services. CHWs have undergone various trainings under the direction of clinical staff and community based partners to learn best practices. In 2018, Virginia created a formalized certification process for CHWs. This certification process establishes a set of knowledge and training criteria to provide standardization of the CHW role in various settings. The certification process is also exciting because it lays the foundation for eventual reimbursement by insurance companies for CHW services. All of RCHD's CHWs completed the certification process in the Summer of 2018. With the support of Richmond Memorial Health Foundation, CHWs have developed the Virginia CHW Association to provide networking and educational opportunities for other CHWs in the state.

DoingItRVA and Non-Judgemental STI Prevention Efforts

DoingItRVA is a joint coalition formed by RCHD and multiple nonprofit, government, and private sector partners dedicated to addressing STIs, HIV, and sexual health in our community. This exciting collaboration aims to coordinate prevention and treatment of STIs and HIV, and provide education on sexual health and wellness. Our partners provide many services outside of STI services such as food pantries, emergency housing assistance, LGBTQ support, mental health support, naran dispensing and harm reduction. DoingItRVA's success has included events such as World AIDS day and regular testing across the city, as well as an active social media campaign. DoingitRVA is implementing an innovative approach to targeting HIV and other STIs in our community.



PARTNERSHIP *continued...*

Northside Strong Walkability Study

Northside Strong is a community coalition facilitated by Richmond City Health District with fiscal support from Feedmore. It provides space for community members and service providers to network, share their experiences and expertise, and work on projects to bring change in one of our four focus areas: neighborhood well-being, community resources, healthy eating and active living, and connections to primary care. Northside Strong partners established improving walkability as a priority after our survey of 903 respondents indicated that 55% do not meet the recommended guidelines for physical activity and 49% do not feel safe outdoors. These statistics, in conjunction with community feedback from our 2017 violence prevention focus groups, led to our focus on improving walking infrastructure. In 2018, Northside Strong built partnerships with city agencies and pedestrian advocates while developing community advocacy skills through workshops. We also led or participated in 10 focus groups or outreach events, which resulted in 233 conversations with individual Northside residents. Utilizing feedback from residents, Northside Strong members and volunteers partnered together to conduct walking audits of 20 different routes across Northside, simultaneously picking up litter and recording sidewalks that needed improvements. The recommendations have been shared with city council members and the larger community.

Youth Violence Prevention Week

The INSPIRE Workgroup celebrated Youth Violence Prevention Week with various events to raise awareness. The coalition of citizens, government agencies, non-profits, and faith organizations dedicated towards preventing youth violence worked together to hold events with the intention of creating safe activities embedded within communities while providing supportive environments that empower youth. Youth had opportunities to express themselves and share their experiences with community leaders. Following the events, Mayor Levar Stoney officially declared the 3rd Week of March to be Youth Violence Prevention Week in the City of Richmond.

“I grew up in Northside so being able to invest and give back to my community is THE BEST! Being able to connect with other community partners to enhance community engagement in projects, increase community awareness of issues being addressed, and developing collaborations with other agencies is what we do!”

Sherrel Thompson

COMMUNITY HEALTH
WORKER AT GILPIN RE-
SOURCE CENTER +
NORTHSIDE STRONG
STEERING COMMITTEE
MEMBER

“Since coming together with other service providers and residents in the Northside over four years ago, I am excited to say that I am proud of the work that we have done... We have formed critical bonds with residents, service providers, community experts and officials within the city.”

Carra Rose

BATTERY PARK CIVIC
ASSOCIATION PRESIDENT
+ NORTHSIDE STRONG
STEERING COMMITTEE
MEMBER

RCHD THANKS OUR VOLUNTEERS

ABOUT MEDICAL RESERVE CORPS

The Medical Reserve Corps is RCHD's medical and non-medical volunteers. Originally established to assist in the event of a large-scale public health emergency, the MRC role has broadened to health outreach, education, and assistance with regular operations. In 2018, Richmond City Medical Reserve Corps hosted their first Annual Competency Camp, an all day training to enhance volunteer skills and competencies. Partner organizations including The Greater Richmond Stop Child Abuse Now (SCAN) and Richmond Office of Emergency Management provided their expertise to volunteers. Volunteers have utilized this knowledge to deepen their involvement in Richmond's communities. For example, Richmond City volunteers participated in the Sound the Alarm campaign, installing 700 residents with fire alarms across the city. Additionally, 54 MRC members are trained REVIVE! Trainers; they are able to train and dispense Narcan (opioid overdose reversal medication) in various settings.

Volunteer Total	485
# of New Volunteers	116
# of Activities/Events with Volunteers	222
# of Volunteer Shifts Filled	548
# of Volunteer Hours	1201
\$\$ Value of Volunteer Hours	\$37,192

RGHD by the Numbers*

774

Resource center patients of childbearing age who received education regarding birth control options

419

Blood-lead screenings to uninsured children and pregnant women

46

Healthy Homes Assessment services provided under the MCV-NIH Pediatric Asthma Community Intervention Grant (RVA Breathes) and

262

Low-toxic intervention materials provided under the same grant (started in June 2018).

871

Rabies Reports Processed

127

Public Swimming Pool Inspections (City Pools and Hotel/Motel Pools)

816

Resource center classes led by Community Health Workers

2609

Patient visits to resource centers

23

Lead inspections and risk assessments conducted at homes occupied by lead poisoned children and pregnant women

13,496

STI tests administered

\$14,802

produce sales at healthy Corner Stores

68

Total Tourist Establishment Inspections

240

Temporary Event Food Inspections

790

Resource center patients referred to a medical home

930

Resource center patients screened for STI

88

Healthy Home Assessments performed for citizens of Richmond, and

561

Low-toxic intervention materials provided by Lead Safe and Healthy Homes Initiative

413

Tuesday Evening Express Clinic visits

3612

Total Food Establishment Inspections

*Numbers reflect data collected during the 2018 calendar year

RICHMOND CITY
HEALTH DISTRICT

400 E Cary St, Richmond, VA 23219
www.vdh.virginia.gov/richmond-city